

Crosswalk: FBLA Competitive Events & National Business Administration Standards

3-D Animation	2	Economics.....	See update	Introduction to Marketing Concepts	
Accounting I	See update	Electronic Career Portfolio	18	See update
Accounting II	See update	Entrepreneurship	See update	Introduction to Parliamentary Procedure	
Advertising	See update	Future Business Leader	18	24
Agribusiness	3	Health Care Administration.....	19	Job Interview	25
American Enterprise Project.....	6	Help Desk.....	21	Local Chapter Annual Business Report	
Banking & Financial Systems... See update		Hospitality & Event Management		26
Business Calculations	See update	See update	Management Information Systems	27
Business Communication..... See update		Human Resource Management		Marketing	See update
Business Ethics	See update	See update	Mobile Application Development.....	29
Business Law	See update	Impromptu Speaking	23	Network Design	30
Business Management..... See update		Insurance & Risk Management		Parliamentary Procedure.....	32
Business Plan.....	7	See update	Partnership With Business Project	32
Client Service.....	9	International Business.....	See update	Personal Finance.....	33
Community Service Project.....	9	Introduction to Business Communication		Public Service Announcement	34
Computer Applications	10	See update	Public Speaking	34
Computer Game and Simulation		Introduction to Business Concepts		Sales Presentation	35
Programming	11	See update	Securities & Investments	36
Computer Problem Solving	13	Introduction to Business Procedures		Sports & Entertainment Management ...	37
Cyber Security	14	See update	Spreadsheet Applications	41
Database Design & Applications	14	Introduction to Event Planning	See update	Website Design	42
Digital Design & Promotion.....	15	Introduction to Financial Math	See update	Word Processing.....	42
Digital Video Production—Production....	16	Introduction to Information Technology			
Digital Video Production—Presentation.	17	24		

Related MBA LAP Modules

These performance indicators identify the content of the written exams and reports and performance events in competition. Performance indicators identified as “LAP” have modules available to learn more about the topics. All LAPs can be accessed online through the MBA Learning Center. To learn more about the Learning Center or to purchase individual LAP titles, please visit <https://www.mbaresearch.org/local-educators/teaching-resources/lesson-modules/>.

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
3-D Animation		Understand the animation field	
		Attention to ethical issues and copyright	Explain the nature of business ethics (EC:106, EC LAP 21) (SP) Describe methods used to protect intellectual property (BL:051) (SP)
		Demonstrates understanding of preproduction, production, and post-production	
		Video conveys identified message and captivates audience attention	
		Animated video production with consistent, appropriate graphics	
		Multiple animation techniques	
		Logical flow and seamless transitions	
		Appropriate credits referenced at end	
		Production process clearly described	Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrates self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrates ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness	Economics		<p>Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</p> <p>Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</p> <p>Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</p> <p>Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS)</p> <p>Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)</p> <p>Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)</p> <p>Explain the types of economic systems (EC:007, EC LAP 17) (CS)</p> <p>Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)</p> <p>Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</p> <p>Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)</p> <p>Determine factors affecting business risk (EC:011, EC LAP 3) (CS)</p> <p>Explain the concept of competition (EC:012, EC LAP 8) (CS)</p> <p>Determine the relationship between government and business (EC:008, EC LAP 16) (CS)</p> <p>Describe the nature of taxes (EC:072, EC LAP 27) (SP)</p> <p>Explain the concept of productivity (EC:013, EC LAP 18) (CS)</p> <p>Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)</p>
	Finance and accounting		<p>Describe the need for financial information (FI:579, FI LAP 9) (CS)</p> <p>Explain the concept of accounting (FI:085, FI LAP 5) (CS)</p> <p>Discuss the role of ethics in accounting (FI:351) (SP)</p> <p>Explain the use of technology in accounting (FI:352) (SP)</p> <p>Explain legal considerations for accounting (FI:353) (SP)</p> <p>Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)</p> <p>Explain the nature of balance sheets (FI:093, FI LAP 10) (SP)</p> <p>Describe the nature of income statements (FI:094, FI LAP 4) (SP)</p> <p>Explain the role of finance in business (FI:354, FI LAP 7) (CS)</p> <p>Discuss the role of ethics in finance (FI:355) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness (cont'd)	Finance and accounting (cont'd)		Explain legal considerations for finance (FI:356) (SP) Describe the nature of budgets (FI:106, FI LAP 3) (SP)
	Health, safety, and environmental management		Describe health and safety regulations in business (OP:004) (PQ) Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ) Follow safety precautions (OP:007) (PQ) Maintain a safe work environment (OP:008) (CS) Explain procedures for handling accidents (OP:009) (CS) Handle and report emergency situations (OP:010) (CS) Explain routine security precautions (OP:013) (CS) Follow established security procedures/policies (OP:152) (CS)
	Management analysis and decision making		Explain the concept of management (SM:001, SM LAP 3) (CS) Describe the nature of cost/benefit analysis (FI:357, FI LAP 11) (MN) Explain the nature of risk management (SM:075, FI LAP 8) (SP) Conduct a risk assessment of an event (SM:076) (SP) Select and apply metrics for measuring organizational success (SM:074) (MN) Analyze operating results in relation to budget/industry (SM:005) (MN) Discuss the use of variance analysis in managerial accounting (PD:173) (SP) Determine alternative actions to take when goals are not being met (SM:043) (MN) Determine causes of staff turnover (HR:492) (MN)
	Marketing		Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS) Describe marketing functions and related activities (MK:002, MK LAP 1) (CS) Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS) Explain the concept of market and market identification (MP:003, MP LAP 3) (CS) Identify market segments (MP:004) (MN) Develop customer profile (MP:031) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness (cont'd)	Marketing (cont'd)		<p>Select target market (MP:005) (MN)</p> <p>Explain the nature of marketing planning (MP:006) (SP)</p> <p>Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)</p> <p>Explain the role of situation analysis in the marketing planning process (MP:008) (SP)</p> <p>Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)</p> <p>Conduct competitive analysis (MP:012) (MN)</p> <p>Explain the nature of sales forecasts (MP:013, MP LAP 5) (SP)</p> <p>Set marketing budget (MP:017) (MN)</p> <p>Develop marketing plan (MP:018) (MN)</p> <p>Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)</p> <p>Describe the role of business ethics in pricing (PI:015) (SP)</p> <p>Explain the use of technology in the pricing function (PI:016) (SP)</p> <p>Explain legal considerations for pricing (PI:017) (SP)</p> <p>Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)</p> <p>Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)</p> <p>Explain the nature of corporate branding (PM:206) (SP)</p> <p>Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)</p> <p>Explain the types of promotion (PR:002, PR LAP 4) (CS)</p> <p>Explain types of advertising media (PR:007, PR LAP 3) (SP)</p> <p>Describe word-of-mouth channels used to communicate with targeted audiences (PR:247) (SP)</p> <p>Explain the nature of direct marketing channels (PR:089) (SP)</p> <p>Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)</p> <p>Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)</p> <p>Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)</p>
	Terminology and trends		Describe current business trends (NF:013) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
American Enterprise Project		Promote American Enterprise system	Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS) Plan promotional strategy (PR:343) (MN) Obtain publicity (PR:055) (MN) Create promotional signs (PR:109) (SP)
		Conduct research into school/community needs	Assess information needs (NF:077) (CS) Obtain needed information efficiently (NF:078) (CS) Evaluate quality and source of information (NF:079) (CS) Determine appropriate level and depth of information needed for decision-making (IM:477) (MN) Select research method appropriate for the research problem (i.e., exploratory, descriptive, or causal) (IM:398) (MN) Determine research approaches (e.g., observation, survey, experiment; quantitative or qualitative) appropriate to the research problem (IM:339) (MN) Select data-collection methods (e.g., observations, mail, telephone, Internet, online communities, social media, virtual platforms, discussion groups, interviews, case studies, text analyses, scanners) (IM:399) (MN) Administer questionnaires (IM:297) (SP) Conduct telephone interviews (IM:328) (SP) Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal and computer interviewing; smart cards; video recording) (IM:349) (SP)
		Create written report explaining project purpose, research into community needs, project planning and development, project implementation, evaluation and results	Write research reports (CO:186) (SP)
		Clear and concise information with logical arrangement of information	Write research reports (CO:186) (SP) Prepare reports (NF:181) (CS)
		Professional report design appropriate to audience	Write research reports (CO:186) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
American Enterprise Project (cont'd)		Correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Conduct a professional businesslike presentation	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate excellent verbal skills	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, PD LAP 10) (CS) Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Express self-confidence and poise	Make oral presentations (CO:025, QS LAP 9) (SP)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Plan		Develop a business plan	Develop business plan (SM:013) (ON)
		Present clear, concise report with logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare reports (NF:181) (CS)
		Use professional written presentation appropriate to the audience	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Write report using proper grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Plan (cont'd)		Describe business concept and company profile	Develop business plan (SM:013) (ON)
		Cover marketing aspects of business thoroughly	Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
		Describe operations and management plans	Develop business plan (SM:013) (ON)
		Provide understandable final documents and projections	Develop business plan (SM:013) (ON)
		Anticipate, analyze, and plan for risks	Assess risks associated with venture (EN:010) (ON) Evaluate risk-taking opportunities (EN:024) (ON) Measure risk (RM:049) (MN)
		Identify reasonable long-term goals	Develop company goals/objectives (SM:008) (ON)
		Conduct a professional businesslike presentation	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate excellent verbal skills	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, PD LAP 10) (CS) Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Express self-confidence and poise	Make oral presentations (CO:025, QS LAP 9) (SP)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Client Service		Understand and define client service scenario	Handle customer/client complaints (CR:010, CR LAP 10) (CS) Explain the nature of effective verbal communications (CO:147) (PQ)
		State position clearly	Handle customer/client complaints (CR:010, CR LAP 10) (CS) Interpret business policies to customers/clients (CR:007) (CS) Explain the nature of effective verbal communications (CO:147) (PQ)
		Offer effective solution to client	Handle customer/client complaints (CR:010, CR LAP 10) (CS)
		Organize and clearly state statements	Explain the nature of effective verbal communications (CO:147) (PQ)
		Display empathy/diplomacy when responding to customer-service situation	Reinforce service orientation through communication (CR:005) (CS)
		Ask and answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ) Respond to customer inquiries (CR:006) (CS)
		Interact actively with judges	Employ communication styles appropriate to target audience (CO:084) (CS)
Community Service Project		Create clear, concise report that is arranged logically	Write research reports (CO:186) (SP) Prepare reports (NF:181) (CS)
		Create professional report with design appropriate to the audience	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Create report that uses correct grammar, punctuation, and spelling in an acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Applications	Basic computer terminology and concepts		Discuss principles of computer systems (NF:084) (PQ)
	Presentation, publishing, and multimedia applications		Explain how to effectively incorporate video into multimedia (NF:099) (SP)
	Security		Maintain data security (OP:064) (CS) Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Basic application knowledge and word processing		Demonstrate basic word processing skills (NF:007) (PQ)
	E-mail, integrated and collaboration application		Demonstrate basic e-mail functions (NF:004) (PQ) Use an integrated business software application package (NF:088) (CS) Demonstrate collaborative/groupware applications (NF:011) (CS)
	Netiquette and legal issues		Demonstrate basic e-mail functions (NF:004) (PQ) Explain legal issues associated with information management (NF:076) (SP)
	Spreadsheet and database applications		Demonstrate basic spreadsheet applications (NF:010) (PQ) Demonstrate basic database applications (NF:009) (PQ)
	Formatting, grammar, punctuation, spelling, and proofreading		Select and utilize appropriate formats for professional writing (CO:088) (CS) Edit and revise written work consistent with professional standards (CO:089) (CS) Explain the nature of effective written communications (CO:016) (CS)
		Database—Creating a database, applying various functions such as searching, querying, etc.	Demonstrate basic database applications (NF:009) (PQ)
		Spreadsheets—Applying functions such as move, combine, format, creating and applying formulas	Demonstrate basic spreadsheet applications (NF:010) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Applications (cont'd)		Presentation—preparing text slides with graphics	Demonstrate basic presentation applications (NF:008) (PQ)
		Business graphics—bar, line, pie, exploded pie, stacked bar	Display data in charts/graphs or in tables (IM:347) (SP)
		Word processing—letters, memorandum, tables, reports, or other type of word processing problems	Demonstrate basic word processing skills (NF:007) (PQ)
Computer Game & Simulation Programming	Program addresses the topic and is appropriate for the audience		NA
	Required information is effectively communicated		
	User interface is intuitive and responsive to program operations		
	Navigation is logical and designed to lead the player to the intended objective		
	Program demonstrate a finished and well-tuned product free of artifacts and glitches		
	Gameplay incorporates both entertainment and edutainment play within topic specifications		
	World graphics, text treatment, and special effects show creativity and cohesiveness of design		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Game & Simulation Programming (cont'd)	Artistry, character, overall layout, color choice and design are creative and appealing to the target audience		
	Program contains some element of skill, chance, competition, or random actions that will inspire replay more than once		
	Player interactions with other characters, objects, obstacles, and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world.		
	Storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea		
	Player tasks are non-trivial and receive appropriate rewards		
	Copyright laws are followed		Protect company information and intangibles (OP:153) (CS)
		Explain content logically and systematically	Make oral presentations (CO:025, QS LAP 9) (SP)
		Understanding of the programming logic and coding is evident	NA
		Design process is effectively communicated	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Game & Simulation Programming (cont'd)		Tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks	
		Presentation is professionally presented	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Self-confidence apparent through knowledge of content and articulation of ideas	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ)
Computer Problem Solving	Operating systems		Discuss principles of computer systems (NF:084) (PQ) Use basic operating systems (NF:085) (PQ)
	Networks		Explain the nature of enterprise-resource systems (NF:262) (SP) Discuss the nature of enterprise architecture (NF:157) (MN) Establish specifications for selecting hardware/software systems (NF:091) (MN)
	Personal computer components		Use computer smart systems to assist in the underwriting process (NF:134) (SP)
	Security		Adhere to laws pertaining to computer crime, fraud, and abuse (OP:208) (CS) Maintain data security (OP:064) (CS) Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Safety and environmental issues		Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Laptop and portable devices		Discuss principles of computer systems (NF:084) (PQ)
	Printers and scanners		Operate printer (OP:199) (PQ) Operate scanner (OP:202) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Cyber Security	Defend and attack (virus, spam, spyware, etc.)		Maintain data security (OP:064) (CS)
	Network security		Adhere to laws pertaining to computer crime, fraud, and abuse (OP:208) (CS)
	Disaster recovery		Follow procedures used to restart and recover from situations (e.g., system failure, virus infection) (OP:209) (CS) Recommend an emergency response and business recovery plan (OP:317) (SP)
	E-mail security		Follow procedures used to restart and recover from situations (e.g., system failure, virus infection) (OP:209) (CS)
	Intrusion detection		Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
	Authentication		Describe methods of securely transmitting data (NF:243) (CS)
	Public key		Describe methods of securely transmitting data (NF:243) (CS)
	Physical security		Identify potential security issues (OP:154) (MN) Establish policies and procedures to maintain physical security of the work environment (OP:157) (MN)
	Cryptography		Describe methods of securely transmitting data (NF:243) (CS)
	Forensics security		Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
	Cyber security policy		Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS) Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
Database Design & Applications	Data definitions/terminology		Demonstrate basic database applications (NF:009) (PQ)
	Query development		Demonstrate basic database applications (NF:009) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Database Design & Applications (cont'd)	Table relationships (include referential integrity)		Demonstrate advanced database applications (NF:124) (SP)
	Form development		Demonstrate basic database applications (NF:009) (PQ)
	Reports (sorts, group, graphics, calculations)		Demonstrate basic database applications (NF:009) (PQ)
		Design of multiple table databases (selection of tables, fields and data types, ER diagrams, relationships)	Demonstrate advanced database applications (NF:124) (SP)
		Creation of tables and inserting data into tables	Demonstrate basic database applications (NF:009) (PQ)
		Development of single table SQL statements	Demonstrate basic database applications (NF:009) (PQ)
		Development of multiple table SQL statements	Demonstrate advanced database applications (NF:124) (SP)
		Creation of forms/reports	Demonstrate basic database applications (NF:009) (PQ)
Digital Design & Promotion		Content describes promotional piece.	Write informational messages (CO:039) (CS) Write persuasive messages (CO:031) (SP)
		Content describes development and design ideas.	Describe the elements of design (PR:222) (SP) Explain the marketing-communications development process (PR:316) (SP)
		Content creates interest and desire for design	Describe the elements of design (PR:222) (SP) Explain the impact of color harmonies on composition (PR:314) (SP) Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP) Describe effective advertising layouts (PR:275) (SP)
		Content's graphic design is consistent with theme.	Describe the elements of design (PR:222) (SP) Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Digital Design & Promotion (cont'd)		Content matches benefits to customer needs.	Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
		Statements are well-organized and clearly stated; appropriate business language used.	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Display self-confidence, poise, and good voice projection.	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Answer questions effectively.	Provide legitimate responses to inquiries (CO:060) (PQ)
Digital Video Production-- Production		Theme fully and properly developed. Solution properly addresses assigned topic.	Apply information to accomplish a task (NF:080) (CS)
		Elements included are suitable, appropriate, and directed towards a specific audience.	Employ communication styles appropriate to target audience (CO:084) (CS) Adapt communication to the cultural and social differences among clients (CR:019) (CS)
		Copyright information is noted in credits.	Describe methods used to protect intellectual property (BL:051) (SP) Apply information to accomplish a task (NF:080) (CS)
		Video content is clear and concise.	
		Content uses technology effectively.	
		Video uses proper grammar, spelling, punctuation, etc.	Explain the nature of effective communications (EI:007) (PQ)
		Video shows creativity and originality.	
		Video includes an effective opening, body, and conclusion.	
		Video transitions are effective and appealing	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Digital Video Production— Production (cont'd)		Video's audio and visual elements are coordinated and complimentary.	
		Video's audio editing is of good quality and appropriate volume.	
		Video uses multiple camera angles, is smooth and steady, and is in focus.	
		Video's titles and graphics enhance overall quality of presentation.	
		Video motivates audience to action.	
Digital Video Production-- Presentation		Content develops the topic of the presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
		Content uses and implements innovative technology.	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Content describes development and design process.	Discuss the nature of product development (VM:001) (SP)
		Content of presentation uses video.	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Content of presentation provides proper documentation of pictures, audio, etc.	
		Statements are well-organized and clearly stated; appropriate business language used.	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Presenter demonstrates self-confidence, poise, and good voice projection.	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Presenter demonstrates ability of answer questions effectively.	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Electronic Career Portfolio		Develop a résumé that displays evidence of professional experience, career related experience, and leadership experience; outlines any special certifications or training; overviews academic success	Prepare a résumé (PD:031) (CS)
		Prepare a career research summary that targets and clearly identifies the specific career, needed skills and Education, money/salary projections, career outlook, & research evidence.	Identify sources of career information (PD:022) (CS) Identify tentative occupational interest (PD:023) (CS)
		Provide samples of career-related education, educational enhancement, and examples of special skills and/or abilities related to job and career goals	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Statements in presentation are well-organized and clearly stated' appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Future Business Leader	FBLA organization, bylaws, and handbook		Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)
	National competitive event guidelines		
	National publications		
	Creed and national goals		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Future Business Leader (cont'd)	Business knowledge (i.e., accounting, banking, law, etc.)		Business Administration Core
		Write cover letter	Write persuasive messages (CO:031) (SP)
		Write résumé	Prepare a résumé (PD:031) (CS)
		Interview	Interview for a job (PD:028) (PQ) Exhibit a positive attitude (EI:019, LAP-EI-003) (PQ) Exhibit self-confidence (EI:023) (PQ) Demonstrate interest and enthusiasm (EI:020) (PQ) Demonstrate initiative (EI:024, LAP-EI-002) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ) Maintain appropriate personal appearance (PD:002, LAP-PD-005) (PQ)
		Exhibit leadership ability	Explain the concept of leadership (EI:009, LAP-EI-016) (CS)
Health Care Administration	Managing office procedures		Act as the office “gatekeeper” (EI:094) (CS) Overcome problems and difficulties associated with office politics/turf wars (EI:095) (CS) Initiate and facilitate social interactions in a business environment (EI:096) (SP) Act as the liaison between departments (EI:100) (SP) Manage office atmosphere (EI:101) (MN) File records electronically/manually (NF:171) (CS) Organize and maintain files (NF:172) (CS) Collect documentation needed to compile reports (NF:173) (CS) Set up filing system appropriate for media/documents being stored (NF:175) (SP) Control incoming/outgoing documentation process (NF:176) (SP) Develop retention system appropriate for media/documents being stored (NF:177) (SP) Archive information according to retention procedures (NF:178) (SP) Audit records periodically (NF:179) (MN) Implement process improvement techniques (OP:362) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Health Care Administration (cont'd)	Medical terminology		N/A
	Legal and ethical issues		<p>Explain the nature of business ethics (EC:106, LAP-EC-021) (SP)</p> <p>Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ)</p> <p>Explain ethical considerations in providing information (EI:038) (SP)</p> <p>Apply ethics to digital communications (EI:073) (CS)</p> <p>Discuss the role of ethics in accounting (FI:351) (SP)</p> <p>Discuss the role of ethics in finance (FI:355) (SP)</p> <p>Explain the role of ethics in human resources management (HR:411) (SP)</p> <p>Discuss the importance of ethics in data mining (NF:150) (SP)</p> <p>Discuss the importance of utilizing ethical purchasing methods (OP:246) (SP)</p> <p>Discuss the role of ethics in knowledge management (KM:002) (SP)</p> <p>Explain the role of ethics in risk management (RM:041) (SP)</p> <p>Exercise confidentiality (EI:076) (CS)</p> <p>Use ethics in staff supervision (EI:078) (SU)</p> <p>Describe legal issues affecting businesses (BL:001) (SP)</p> <p>Describe the nature of legally binding contracts (BL:002) (SP)</p> <p>Explain legal considerations for accounting (FI:353) (SP)</p> <p>Explain legal considerations for finance (FI:356) (SP)</p> <p>Explain legal issues associated with information management (NF:076) (SP)</p> <p>Describe factors affecting the settlement of legal matters (BL:159) (SP)</p> <p>Describe the litigation process (BL:160) (SP)</p> <p>Discuss the arbitration/mediation process (BL:161) (SP)</p> <p>Discuss legal considerations in operations (OP:339) (SP)</p> <p>Explain legal considerations for knowledge management (KM:004) (SP)</p> <p>Discuss legal considerations affecting risk management (RM:043) (SP)</p>
	Communication skills		Instructional Area: Communication Skills

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Health Care Administration (cont'd)	Managing financial functions		Explain cash control procedures (e.g. signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS) Maintain petty cash fund (FI:310) (SP) Track expenses (FI:604) (SP) Track client billing (FI:605) (MN) Perform payroll duties (i.e., compile hours, write payroll checks, distribute checks) (FI:606) (MN) Assist with overflow work (OP:231) (CS) Support staff with assigned project-based work (OP:351) (CS) Use multi-tasking techniques for timely completion of job responsibilities (OP:352) (CS) Solve information flow problems (OP:353) (SP) Monitor and ensure completion of delegated tasks (OP:354) (SP) Streamline work processes (OP:355) (SP)
	Health insurance		Describe the concept of insurance (FI:081) (CS) Discuss the nature of health insurance coverage (PD:320) (SP) Process insurance documentation (OP:455) (SP)
	Records management		Maintain customer records (NF:002) (SP) File records electronically/manually (NF:171) (CS) Discuss the nature of records management (KM:021) (SP)
	Infection control		N/A
	Medical history		N/A
	Technology		N/A
Help Desk	Help desk concepts		N/A
	Help desk operations		N/A
	People component: Help desk roles and responsibilities		Explain communication techniques that support and encourage a speaker (CO:082) (PQ) Demonstrate active listening skills (CO:017) (PQ) Ask relevant questions (CO:058) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ) Give verbal directions (CO:083) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Help Desk (cont'd)	People component: Help desk roles and responsibilities (cont'd)		Employ communication styles appropriate to target audience (CO:084) (CS) Handle telephone calls in a businesslike manner (CO:114) (CS) Explain the nature of positive customer relations (CR:003, LAP-CR-001) (CS) Demonstrate a customer-service mindset (CR:004, LAP-CR-004) (CS) Develop rapport with customers (CR:029) (CS) Reinforce service orientation through communication (CR:005) (CS) Respond to customer inquiries (CR:006) (CS) Adapt communication to the cultural and social differences among clients (CR:019) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-018) (CS) Handle difficult customers (CR:009, LAP-CR-003) (CS) Handle customer/client complaints (CR:010, LAP-CR-010) (CS) Explain professional responsibilities in administrative services (PD:178) (CS)
	Process component: Help desk process and procedures		Assess information needs (NF:077) (CS) Obtain needed information efficiently (NF:078) (CS) Apply information to accomplish a task (NF:080) (CS) Isolate and identify source of technical problem (OP:203) (CS)
	Information component: Help desk performance measure		N/A
	Help desk setting		N/A
	Customer support as a profession		Explain career opportunities in administrative services (PD:183) (CS) Describe certifications in administrative services (PD:184) (CS)
	Management processes		Train staff on system usage (HR:430) (SU) Demonstrate effective organizational skills (PD:281) (CS)
		Describe the situation in the case study	
		Document problem/incident properly	Utilize note-taking strategies (CO:085) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Help Desk (cont'd)		Suggest a solution or recommendation; resolve problem	Demonstrate problem-solving skills (PD:077, LAP-PD-018) (CS)
		Demonstrate basic hardware/software knowledge; use correct terminology	Use basic operating systems (NF:085) (PQ) Demonstrate basic word processing skills (NF:007) (PQ) Demonstrate basic database applications (NF:009) (PQ) Mine databases for information (NF125) (SP)
		Demonstrate ability to effectively answer client's technical questions	Respond to customer inquiries (CR:006) (CS) Provide legitimate responses to inquiries (CO:060) (PQ)
		Meet the needs of the client/customer	Determine customer/client needs (SE:111) (CS) Propose solution to prospect's needs/challenges (SE:115) (SP)
		Demonstrate troubleshooting skills and effective investigative methods	Isolate and identify source of technical problem (OP:203) (CS)
		Statements in are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
		Demonstrate conflict resolution skills	Use conflict-resolution skills (EI:015, LAP-EI-007) (CS)
		Bring situation(s) to closure	Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
Impromptu Speaking		Relate content of speech to the topic	Make oral presentations (CO:025, QS LAP 9) (SP)
		State and repeat a memorable central theme	Make oral presentations (CO:025, QS LAP 9) (SP)
		Provide accurate and supporting information in speech	Make oral presentations (CO:025, QS LAP 9) (SP)
		Introduce the topic immediately	Make oral presentations (CO:025, QS LAP 9) (SP)
		Provide strong support for topic	Make oral presentations (CO:025, QS LAP 9) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Impromptu Speaking (cont'd)		Make effective and memorable conclusion	Make oral presentations (CO:025, QS LAP 9) (SP)
		Deliver speech extemporaneously; i.e., not merely read from the notes	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Exhibit professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	Make oral presentations (CO:025, QS LAP 9) (SP)
		Deliver sincere, interesting, creative, and convincing presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
Introduction to Information Technology	Computer hardware and software		Discuss principles of computer systems (NF:084) (PQ)
	Operating systems		Use basic operating systems (NF:085) (PQ)
	Common program functions		Use basic operating systems (NF:085) (PQ)
	Word processing		Demonstrate basic word processing skills (NF:007) (PQ)
	Spreadsheets		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Presentation software		Demonstrate basic presentation applications (NF:008) (PQ)
	Networking concepts		
	Email and electronic communication		Demonstrate basic e-mail functions (NF:004) (PQ)
Introduction to Parliamentary Procedure	Parliamentary procedure principles		Conduct a staff meeting (CO:140) (SU)
	FBLA Bylaws		NA

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Job Interview		Demonstrate proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	Interview for a job (PD:028) (PQ) Explain the nature of effective verbal communications (CO:147) (PQ)
		Demonstrate a strong introduction (smile and handshake) and closing (thank interviewer)	Interview for a job (PD:028) (PQ)
		Demonstrate self-confidence, take initiative, and is enthusiastic	Interview for a job (PD:028) (PQ) Exhibit self-confidence (EI:023) (PQ) Demonstrate interest and enthusiasm (EI:020) (PQ) Demonstrate initiative (EI:024, LAP-EI-002) (PQ)
		Exhibit professional appearance	Interview for a job (PD:028) (PQ) Maintain appropriate personal appearance (PD:002, LAP-PD-005) (PQ)
		Demonstrate the ability to understand and respond to interview questions	Interview for a job (PD:028) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ)
		Relate previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	Interview for a job (PD:028) (PQ) Analyze company resources to ascertain policies and procedures (CO:057) (CS)
		Possess knowledge about the position and career field	Interview for a job (PD:028) (PQ) Analyze company resources to ascertain policies and procedures (CO:057) (CS)
		Possess excellent communication skills, and use appropriate grammar, and use appropriate length of time to answer questions	Interview for a job (PD:028) (PQ) Explain the nature of effective communications (EI:007) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ)
		Participant asks questions that demonstrate interest in organization and understanding of position	Interview for a job (PD:028) (PQ) Ask relevant questions (CO:058) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Local Chapter Annual Business Report		Prepare report with appropriate introduction	Prepare simple written reports (CO:094) (SP)
		Prepare report identifying activities to benefit chapter and its members	Prepare simple written reports (CO:094) (SP)
		Prepare report identifying activities to benefit other individuals and organizations	Prepare simple written reports (CO:094) (SP)
		Prepare report identifying conference participations and recognitions received	Prepare simple written reports (CO:094) (SP)
		Develop report with clear, concise presentation and logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare simple written reports (CO:094) (SP)
		Use correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective communications (EI:007) (PQ) Explain the nature of effective written communications (CO:016) (CS) Select and utilize appropriate formats for professional writing (CO:088) (CS)
		Develop design and graphics appropriate for purpose	Select and use appropriate graphic aids (CO:087) (CS) Use data visualization techniques (e.g., infographics, linked charts, etc.) (CO:204) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Management Information Systems	Systems analysis and design		<p>Explain types of requirements (e.g., business, system, functional, nonfunctional) (OP:329) (SP)</p> <p>Document business processes (OP:457) (SP)</p> <p>Identify the business process problem/issue (OP:458) (SP)</p> <p>Define data needs and limitations (e.g., data fields, constraints, assumptions, variations expectations) (OP:459) (SP)</p> <p>Identify data acquisition strategies (OP:460) (SP)</p> <p>Plan the requirements for data analysis (OP:330) (SP)</p> <p>Analyze business processes (e.g., measure efficiency, benchmark metrics) (OP:461) (SP)</p> <p>Recommend improvements to business processes (OP:462) (SP)</p>
	Database management and modeling concepts		<p>Explain the nature of tools that can be used to access information in the database system (NF:140) (SP)</p> <p>Manipulate data in the database management system (NF:144) (SP)</p>
	Object-oriented analysis and design		Design a database to meet business requirements (NF:146) (SP)
	User interfaces		Design a database to meet business requirements (NF:146) (SP)
	System controls		Establish specifications for selecting hardware/software systems (NF:091) (MN)
	Defining system and business requirements		Integrate information systems planning with business planning (SM:039) (MN)
		Describe the situation in the content	<p>Extract relevant information from written materials (CO:055) (PQ)</p> <p>Make oral presentations (CO:025, QS LAP 9) (SP)</p>
		Issue a solution or recommendation	<p>Explain issues involved in designing systems for different environments (NF:136) (SP)</p> <p>Translate findings into actionable business recommendation (IM:454) (MN)</p> <p>Make oral presentations (CO:025, QS LAP 9) (SP)</p>
		Use correct terminology	<p>Explain the nature of effective communications (EI:007) (PQ)</p> <p>Make oral presentations (CO:025, QS LAP 9) (SP)</p>
		Present effective strategy	Make oral presentations (CO:025, QS LAP 9) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Management Information Systems (cont'd)		Identify system appropriate for size of business	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Identify technology currently available	Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Consider future needs	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Address information security issues	Describe methods of securely transmitting data (NF:243) (CS) Identify strategies to protect digital data (OP:105) (MN)
		Meet the needs of the company	Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Mobile Application Development		Package code and include readme file with instructions for testing application	NA
		Launch and functionalize program on appropriate IDE (Xcode, Eclipse, Visual Studio)	
		Address concept and topic fully in design	
		Use graphics that are appropriate and consistent for concept and age group	
		Incorporate social media elements as appropriate to topic	
		Develop ICON appropriate for application	
		Utilize MVC and navigation is clear	
		Develop bug free application that does not crash	
		Write and design code logically	
		Describe the scenario	
		Describe the planning process used to design the application	
		Describe application documentation	
		Describe input-output and application parameters	
		Describe how the application flows	
		Describe application template of structure	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Mobile Application Development (cont'd)		Describe the usefulness of the application	
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Network Design	Network installation		NA
	Problem solving and troubleshooting		
	Network administrator functions		
	Configuration of Internet resources		
	Backup and disaster recovery		
	Configuration network resources and services		
		Analyze the computing environment situation	Determine venture's information technology needs (NF:012) (MN)
		Recommend a network solution that describes the situation, resolves the problem, uses correct terminology and presents an effective strategy	Explain issues involved in designing systems for different environments (NF:136) (SP) Translate findings into actionable business recommendation (IM:454) (MN) Explain the nature of effective communications (EI:007) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Network Design (cont'd)		Recommend system appropriate for size of business	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Recommend technology currently available or being developed	Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Recommend solution that considers future needs	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Recommend solution that meets the needs of the company	NA
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Parliamentary Procedure	Parliamentary procedure principles		NA
	FBLA Bylaws		
		Demonstrate five classes of motions	
		Determine business of the meeting	
		Implement general parliamentary procedure	
Partnership With Business Project		Develop and implement innovative, creative, and effective partnership plan that describes the partnership goals and planning activities; roles of business leaders and chapter members in developing and implementing the partnership; results, concepts learned and impact of the project' degree of involvement; and examples of publicity and recognition received as a result of the partnership	
		Develop report with clear, concise presentation and logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare simple written reports (CO:094) (SP)
		Develop design and graphics appropriate for purpose	Select and use appropriate graphic aids (CO:087) (CS) Use data visualization techniques (e.g., infographics, linked charts, etc.) (CO:204) (SP)
		Use correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective communications (EI:007) (PQ) Explain the nature of effective written communications (CO:016) (CS) Select and utilize appropriate formats for professional writing (CO:088) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Personal Finance	Credit and debt		Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS) Demonstrate the wise use of credit (FI:071) (CS)
	Earning a living (income, taxes)		Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ) Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS) Interpret a pay stub (FI:068) (PQ) Explain the nature of tax liabilities (FI:067) (PQ) Prepare personal income tax forms (i.e., 1040 EZ form) ((FI:074) (CS)
	Managing budgets and finance		Develop personal budget (FI:066) (CS)
	Saving and investing		Explain the need to save and invest (FI:270) (CS) Explain types of investments (FI:077, LAP-FI-077) (CS) Explain factors to consider when selecting investments (FI:279) (SP)
	Banking and insurance		Describe the concept of insurance (FI:081) (CS) Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ) Read and reconcile bank statements (FI:070) (PQ)
	Financial principles related to personal decision making		Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS)
	Buying goods and services		Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ) Explain legal responsibilities associated with financial exchanges (FI:063) (CS) Demonstrate the wise use of credit (FI:071) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Public Service Announcement		Create a script and video on designated topic	Create a public-service announcement (PR:268) (SP) Explain the use of video/images for digital marketing (PR:366) (SP) Evaluate storyboards for broadcast advertisements (PR:309) (MN)
		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
		Conduct a professional business presentation	Make oral presentations (CO:025, LAP-QS-009) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Public Speaking		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sales Presentation		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
		Use appropriate customer approach	Establish relationship with customer/client (SE:110) (CS)
		Demonstrate product	Acquire product information for use in selling (SE:062, LAP-SE-131) (CS) Analyze product information to identify product features and benefits (SE:109, LAP-SE-113) (SP) Determine customer/client needs (SE:111) (CS)
		Demonstrate suggestion selling	Demonstrate suggestion selling (SE:875, LAP-SE-110) (SP)
		Handle customer objections	Convert customer/client objections into selling points (SE:874, LAP-SE-100) (SP)
		Close the sale	Close the sale (SE:895, LAP-SE-107) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Securities & Investments	Investment fundamentals		<p>Explain types of investments (FI:077, LAP-FI-077) (CS)</p> <p>Explain the need to save and invest (FI:270, LAP-QS-030) (CS)</p> <p>Explain the nature of stocks (PD:309, LAP-QS-034) (SP)</p> <p>Describe the rights of stockholders (PD:310) (SP)</p> <p>Describe the nature of mutual funds (PD:304, LAP-QS-035) (SP)</p> <p>Explain the rights of mutual fund shareholders (PD:305) (SP)</p> <p>Explain the nature of bonds (PD:313, LAP-QS-033) (SP)</p> <p>Interpret securities table (FI:275, LAP-QS-037) (SP)</p> <p>Obtain investment information from online sources (e.g., search engines, online databases, blogs, forums, listservs, websites, social media) (NF:219) (CS)</p> <p>Obtain investment information from publications (e.g., newspapers, magazines—current trends, regulations, business issues) (NF:220) (CS)</p> <p>Explain causes of stock price fluctuations (PD:238, LAP-QS-040) (SP)</p> <p>Explain fundamental analysis used in making investment decisions (FI:280, LAP-QS-042) (SP)</p>
	Personal investing		<p>Explain factors to consider when selecting investments (FI:279, LAP-QS-041) (SP)</p> <p>Interpret financial ratios significant to investors (FI:281, LAP-QS-043) (SP)</p> <p>Explain strategies for selecting investments (FI:283, LAP-QS-045) (SP)</p> <p>Choose investments based on securities fundamental analysis (FI:284, LAP-QS-046) (SP)</p> <p>Explain the nature of dividend reinvestment plans (DRIPS) (FI:530) (SP)</p> <p>Explain the nature of real estate investments (PD:317) (SP)</p> <p>Discuss considerations in selecting a financial services provider (FI:076) (CS)</p>
	Retirement and estate planning		<p>Discuss the role of insurance in investment, retirement, and estate planning (PD:334) (SP)</p> <p>Discuss the nature of retirement investment plans (PD:306) (SP)</p> <p>Explain the estate planning process (OP:366) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Securities & Investments (cont'd)	Financial services industry		Describe the role of financial institutions (FI:336) (CS) Describe types of banking institutions (e.g., central banks, retail banks, universal banks, etc.) (PD:288) (SP) Describe types of securities and investment firms (PD:235) (SP) Explain the role and responsibilities of individuals in the securities and investments industry (PD:231) (SP)
	Financial assets & markets		Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc. (FI:337) (SP)
	Financial services regulation		Discuss laws and regulations governing the securities and investments industry (BL:105) (SP) Discuss federal regulations of lending functions (BL:092) (SP) Discuss federal regulation of operations functions in banking services (BL:093) (SP) Discuss federal and state regulation governing the insurance industry (BL:101) (SP)
	Stock market		Describe how securities are traded (PD:236, LAP-QS-047) (SP) Track business environment changes that impact business financial results (e.g., stock market activity, economic developments, political developments, competitive landscape changes, product issues, etc.) (NF:221) (CS)
	Mutual funds		Describe the nature of mutual funds (PD:304, LAP-QS-035) (SP) Explain the rights of mutual fund shareholders (PD:305) (SP) Explain the nature of a mutual fund prospectus (FI:361) (SP)
Sports & Entertainment Management	Management basics		Explain the concept of management (SM:001, LAP-SM-003) (CS) Describe factors that influence management (SM:028) (MN) Explain management theories and their applications (SM:030) (MN)
	Event management		Plan events (OP:358) (MN) Current research in Hospitality and Tourism Cluster addresses event planning, event design and event execution

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Management functions		<p>Discuss the nature of managerial planning (SM:063) (SP)</p> <p>Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004) (SP)</p> <p>Describe managerial considerations in staffing (SM:065) (SP)</p> <p>Discuss managerial considerations in directing (SM:066) (SP)</p>
	Decision making		<p>Make decisions (PD:017, LAP-PD-010) (CS)</p> <p>Take responsibility for decisions and actions (EI:075) (PQ)</p> <p>Determine appropriate level and depth of information needed for decision-making (IM:477) (MN)</p> <p>Describe the impact of governance processes on decision-making and management functions (PD:303) (SP)</p>
	Management strategies		<p>Integrate information systems planning with business planning (SM:039) (MN)</p> <p>Develop strategies for achieving company vision (SM:042) (MN)</p> <p>Determine alternative actions to take when goals are not being met (SM:043) (MN)</p>
	Strategic planning tools		<p>Describe the strategic planning process in an organization (SM:040) (MN)</p> <p>Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (SM:027) (MN)</p> <p>Interpret internal information for strategic planning (e.g., financial/accounting, marketing, operations, human resources, information technology, individual employee data) (SM:058) (MN)</p> <p>Apply environmental scanning techniques to assess strategic-planning processes (SM:060) (MN)</p> <p>Apply results of environmental scan to business goals/objectives (SM:061) (MN)</p> <p>Develop company goals/objectives (SM:008) (ON)</p> <p>Develop action plans (SM:012) (ON)</p> <p>Develop business plan (SM:013) (ON)</p> <p>Develop company's management plan (SM:049) (ON)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Networking and delegating		Use networking techniques to identify employment opportunities (PD:037) (SP) Identify emerging customer trends through social networking (NF:213) (SP) Maintain collaborative partnerships with colleagues (EI:061) (SP) Establish strategic relationships with others (EI:114) (MN) Delegate work to others (HR:386) (SU) Monitor and ensure completion of delegated tasks (OP:354) (SP)
	Leadership		Explain the concept of leadership (EI:009, LAP-EI-016) (CS) Explain the nature of leadership in organizations (HR:493) (SU)
	Managing groups and teams		
	Ethics		Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ) Explain the nature of business ethics (EC:106) (SP) Use ethics in staff supervision (EI:078) (SU) NOTE: Each functional area in the Business Administration Core, Business Management and Administration, Finance, and Marketing Clusters addresses ethics.
	Management for entertainment industry		????>
	Marketing concepts and buyer behavior		Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS) Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS) Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-006) (SP) Differentiate between consumer and organizational buying behavior (SE:112) (SP)
	Marketing information management and research		INSTRUCTIONAL AREA: Marketing-information Management
	Marketing mix and product life cycle		Explain the concept of marketing strategies (MP:001, LAP-MP-002) (CS) Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-018) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Distribution, pricing, and market conditions		INSTRUCTIONAL AREAS: Distribution and Pricing Adapt to changes in the business environment (EN:033) (ON) Conduct an environmental scan to obtain business information (NF:015, LAP-NF-002) (SP)
	Promotion, advertising, and sponsorship		INSTRUCTIONAL AREA: Promotion (includes Advertising) Identify types of public-relations activities (PR:252) (SP)
	Sales		INSTRUCTIONAL AREA: Selling PATHWAY: Sales Management
	Entrepreneurship		Explain the nature of business plans (SM:007, LAP-SM-007) (MN) Define business mission (SM:009) (ON) INSTRUCTIONAL AREA: Entrepreneurship
	Human resource management		INSTRUCTIONAL AREA: Human Resources Management PATHWAY: Human Resources Management Describe the impact of unions on sport/event industries (EC:053) (SP)
	Careers		Explain career opportunities in sport/event marketing (PD:051) (CS)
		Understand and define marketing challenge for sports and entertainment industry	Extract relevant information from written materials (CO:055) (PQ) Identify the business process problem/issue (OP:458) (SP)
		Identify alternative promotions and sponsorships for sports and entertainment with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution for the sports and entertainment challenge with positive and negative aspects of its implementation given	Defend ideas objectively (CO:061) (CS) Draw conclusions on the research question/issue (NF:239) (SP) Make oral presentations (CO:025, QS LAP 9) (SP)
		Present issues regarding branding strategies of products for sports and entertainment	Make oral presentations (CO:025, QS LAP 9) (SP) Extract relevant information from written materials (CO:055) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)		Determine clear marketing decision for a specific sports and entertainment market segment	Make decisions (PD:017, LAP-PD-010) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Spreadsheet Applications	Formulas		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Functions		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Graphics, charts, reports		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Purpose for spreadsheets		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Pivot tables and advanced tools		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Macros and templates		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Filters and extraction of data		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Format and print options		Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Basic mathematical concepts	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Data organization concepts	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Use data by creating formulas	Demonstrate basic spreadsheet applications (NF:010) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Spreadsheet Applications (cont'd)		Use functions	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Generate graphs for analysis purposes	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Use pivot tables	Demonstrate advanced spreadsheet applications (NF:126) (SP)
		Create macros	Demonstrate advanced spreadsheet applications (NF:126) (SP)
		Filter and extract data	Demonstrate advanced spreadsheet applications (NF:126) (SP)
Website Design			
		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Conduct a professional business presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
		Develop website	Create a web page for business applications (NF:127) (SP)
Word Processing			
	Related application knowledge		Demonstrate basic word processing skills (NF:007) (PQ)
	Advanced applications		Demonstrate advanced word-processing skills (NF:122) (SP)
	Document formatting rules and standards		Select and utilize appropriate formats for professional writing (CO:088) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Word Processing (cont'd)	Grammar, punctuation, spelling, and proofreading		Explain the nature of effective written communications (CO:016) (CS)
	Printing		Operate printer (OP:199) (PQ)
		Production of all types of business forms	Prepare simple written reports (CO:094) (SP) Prepare complex written reports (CO:009) (MN)
		Letters and mail merge	Write business letters (CO:133) (CS) Demonstrate advanced word-processing skills (NF:122) (SP)
		Memos	Prepare internal company correspondence (NF:192) (CS)
		Tables	Display data in charts/graphs or in tables (IM:347) (SP)
		Reports (including statistical)	Prepare reports (NF:181) (CS)
		Materials from rough draft and unarranged copy	Edit documents (NF:196) (SP) Prepare internal company correspondence (NF:192) (CS) Prepare external company correspondence (NF:193) (CS) Prepare agendas (NF:194) (CS) Prepare materials for presentations (NF:195) (CS) Prepare reports (NF:181) (CS) Proofread documents (NF:180) (CS)
		Email messages	Write professional e-mails (CO:090) (CS) Demonstrate basic e-mail functions (NF:004) (PQ)